

A. J. BAYER CO.

LOS ANGELES * CALIFORNIA * OAKLAND

BRONZE

for

PERMANENCE, DIGNITY AND EVERLASTING BEAUTY

Practically indestructible, Bronze, with its classic beauty and simple dignity, is the most desirable material from which to fashion architectural and commercial tablets.

When primitive man discovered the secret of Bronze and gave up his implements of stone . . . civilization made its first great forward stride. And down through all these centuries, Bronze has been chosen to express the best art of mankind and preserve it, unchanged, for posterity.

So, today, special achievements worthy of commemoration are most fittingly dedicated with Bronze plaques . . . that will endure through the ages.

For Memorial purposes especially—when we wish to perpetuate memories of those who have made the supreme sacrifice in the service of our country—there can be no better choice than a dignified tablet of imperishable Bronze.

This organization, which has been specializing in artistic Bronze work for over 45 years, is especially well fitted to carry out the best traditions of this historic art and with its creative and sculptural talent and its skillful, carefully trained craftsmen is extremely capable of producing such work as is worthy to endure.

In the science of alloying and casting of the metal, we use only Virgin Bronze treated with a special formula. This technique, learned through long years of experience, is unique. It exemplifies the best commercial use of the fine art of Bronze work.

Each tablet—each bit of Bronze—is hand finished after casting. Backgrounds are oxidized and shaded and the lettering and raised portions are carefully hand burnished, affording a richly striking contrast to the background.

Our artists will be glad to make original designs, follow your own conceptions or utilize some of our many master designs in creating work for our clients. There is a decided economy in selecting a metal with the beauty and distinction of Bronze that will successfully endure the ravages of time and the elements.

IN ADDITION TO BRONZE, OUTSTANDING TABLETS MAY ALSO BE CREATED IN ALUMINUM, NICKEL SILVER, OR BRASS.

SUGGESTIONS FOR ORDERING

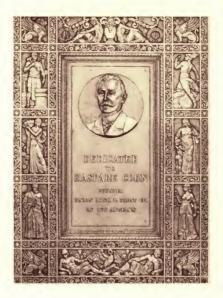
- 1. Material desired—whether bronze, brass, aluminum, or nickel
- 2. Indicate size desired. Advise approximate wall area to which plaque is to be applied if you want our designers to suggest appropriate size and design.
- In order to avoid misinterpretation, be sure when sending inscription for tablet, it is clear and large. Suitable wording furnished if desired.
- 4. Advise type of material to which plaque is to be fastened, in order that proper fastenings may be furnished.
- A sketch is submitted for approval if desired or if we feel it necessary.

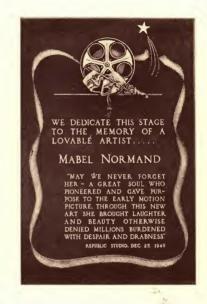
The illustrations shown are just a few examples of our work. Your requirements, whether large or small, are earnestly solicited; a complete catalog gladly sent upon request.

A. J. BAYER COMPANY

2300 E. Slauson Ave. Los Angeles 11, California 1131 Sixth Avenue Oakland 6, California



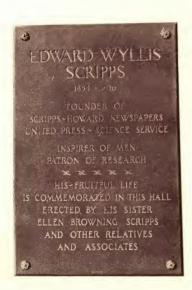














A Bronze plaque like the one dedicated to the memory of Fray Junipero Serra is in keeping with the traditional glory that surrounds events of historic importance.



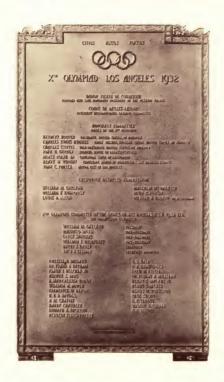






The memory of good deeds well done will last longer when recorded on imperishable Bronze.









Any of the various types of work shown may also be had in Aluminum, Nickel Silver or Brass.

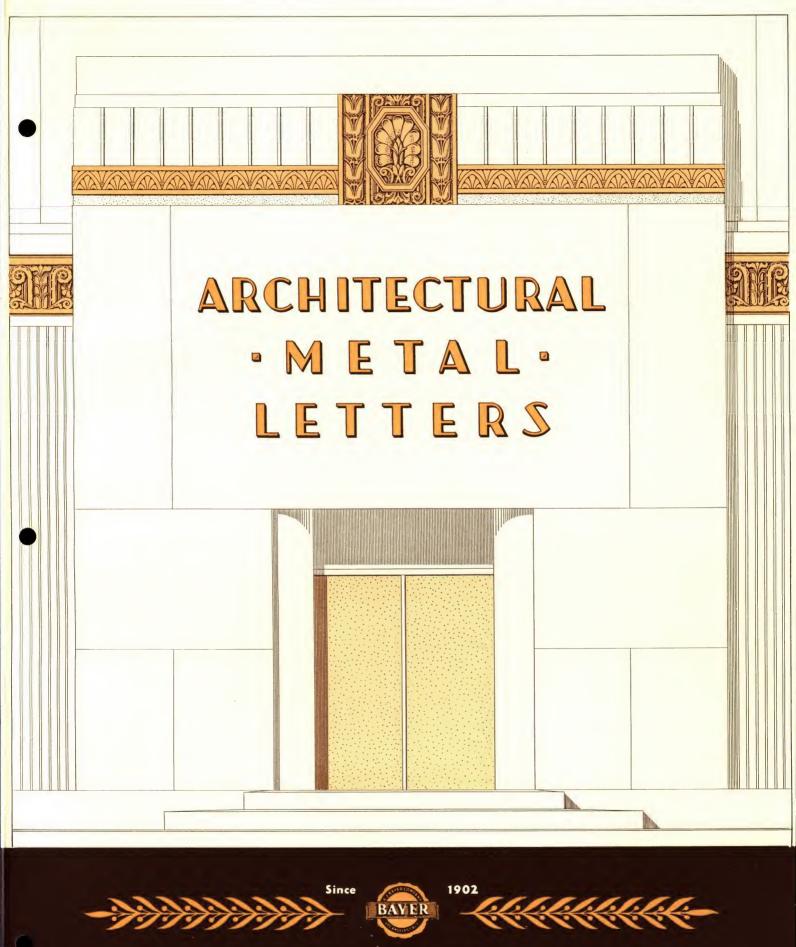




These are further examples of fine workmanship executed by the A. J. Bayer Co.







Mark of Quality and Distinction

A. J. BAYER COMPANY

LOS ANGELES * CALIFORNIA *

BRONZE * ALUMINUM * NICKEL SILVER * BRASS STAINLESS STEEL * CHROME PLATED



NOTE: Setting templates available to greatly simplify installation of letters and to assure perfect spacing.

* BEAUTY * DIGNITY *

For sheer beauty, legibility and smartness, the use of permanent, individual architectural metal letters and numerals adds tremendously to the eye appeal of your building or office, or for use in connection with other identification requirements. Simple, graceful and dignified in appearance, their good taste greatly enhances any building where they are used as identification. As they are usually identified with the front or main entrance of a building and contribute largely to the first impressions of a structure, it is essential, if maximum effect is desired, that they be well made and handsomely finished to true, sharp lines.

The A. J. Bayer Company offers a wide variety of distinctive standard metal letters and numerals in sizes from 1" to 24" for use on all types of projects. Those shown are the more popular types and sizes. However, other styles and larger sizes are available on inquiry. These letters are available in cast Bronze, Aluminum, Nickel-Silver or Brass. With the proper type of anchors they will not discolor the surface to which they are applied and unlike other types of identification, require practically no maintenance because of their permanent nature. Invisible letter fastenings or anchors are furnished for applying letters to any type of material or surface. Special letters or numerals also made up accurately to your own designs and specifications, if desired. The different effects that can be obtained are unlimited.

These letters are available in a variety of finishes to harmonize with the material on which they are to be applied. Bronze letters are finished in dark bronze, medium bronze, golden bronze or verde antique and can also be furnished chrome plated or gold plated. Aluminum letters in satin aluminum or anodic finish, with contrasting sides. Nickel-Silver letters in satin silver.

* PERMANENCE * SIMPLICITY *

NOTE: All letters may be obtained with spacers if silhouette effect is desired. Spacers also eliminate water blocks from forming.

Bayer hand finished letters, tablets and plaques are not to be confused with foundry or commercially finished articles. Cast in virgin metals, every piece is flawlessly executed and hand-somely custom finished to the highest standards in metal art.

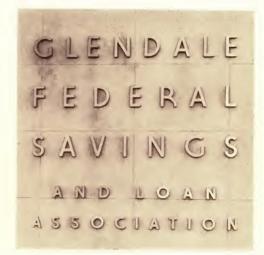
TYPICAL INSTALLATIONS

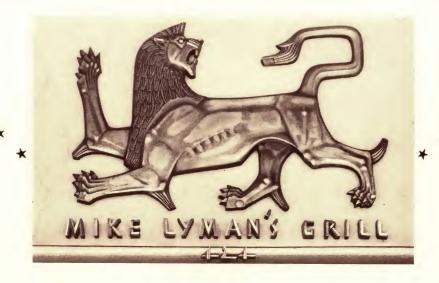
SAKS FIFTH AVENUE MENS SHOP











I. MAGNIN&CO.

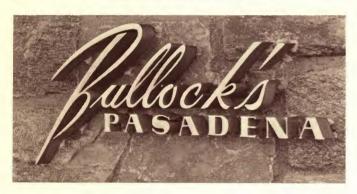
MODERN MOTORS CO. INCORPORATED





LOS ANGELES MEMORIAL COLISEUM







20TH CENTURY FROCKS
PRODUCERS OF
MISS HOLLYWOOD JR.
AND
MONROE LLOYD

PRIVATE PROPERTY
PERMISSION TO USE
REVOCABLE AT ANY TIME

Another form of dignified permanent identification— Metal Plaques, Tablets, and Signs. Information covering this reliable form of identification furnished in a separate brochure upon request. Permanent Private Property Markers. When private property is used as a thoroughfare by the public, these should be installed to keep one's title clear in the event permission should be withdrawn. Two stock sizes available: 3" x 12" and 4" x 14".

Your requirements, whether large or small, are earnestly solicited. Our representative will gladly call on you to discuss any letter problems or furnish any additional information you may require.

COMPLETE CATALOG SENT UPON REQUEST